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Total Number of Pages in This Submission 16

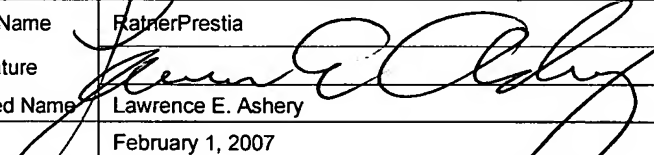
Application Number	10/688,018
Filing Date	10/17/2003
First Named Inventor	David Myr
Art Unit	3623
Examiner Name	Susanna M. Meinecke
Attorney Docket No.	MAK-106US

ENCLOSURES (Check all that apply)

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|---|---|--|
| <input type="checkbox"/> Fee Transmittal Form
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<input type="checkbox"/> Landscape Table on CD | <input type="checkbox"/> After Allowance Communication
to TC
<input type="checkbox"/> Appeal Communication to Board
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<input type="checkbox"/> Appeal Communication to TC
(Appeal Notice, Brief, Reply
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<input type="checkbox"/> Status Letter
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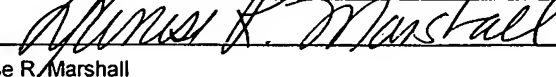
Remarks:

SIGNATURE OF APPLICANT, ATTORNEY OR AGENT

Firm Name	FratnerPrestia		
Signature			
Printed Name	Lawrence E. Ashery		
Date	February 1, 2007	Registration No.	34,515

CERTIFICATE OF TRANSMISSION / MAILING

I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below:

Signature			
Typed or Printed Name	Denise R. Marshall	Date	February 1, 2007

This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Office, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, ALEXANDRIA, VA 22313-1450.

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Appln. No.: 10/688,018
Amendment Dated 02/01/2007
Reply to Office Action of 11/01/2006

MAK-106US



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appln. No.: 10/688,018
Applicant: David Myr
Filed: 10/17/2003
Title: SYSTEM AND METHOD FOR PROFIT MAXIMIZATION IN RETAIL INDUSTRY
TC/A.U.: 3623
Examiner: Susanna M. Meinecke
Confirmation No.: 4397
Docket No.: MAK-106US

AMENDMENT

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

Responsive to the Office Action dated November 1, 2006, please amend the above-identified application as follows:

- ☐ **Amendments to the Specification** begin on page of this paper.
- ☒ **Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.
- ☐ **Amendments to the Drawings** begin on page of this paper and include an attached replacement sheet(s).
- ☐ **Amendments to the Abstract** are on page of this paper. A clean version of the Abstract is on page of this paper.
- ☒ **Remarks/Arguments** begin on page 14 of this paper.